

WEST

L4: Entry 3 of 7

File: USPT

Sep 12, 2000

DOCUMENT-IDENTIFIER: US 6118449 A

TITLE: Server system and method for modifying a cursor image

BSPR:

The most common type of online advertisement exists in the form of "banner advertisements". Users of online services routinely encounter banner ads on the top, sides, and/or bottom of their video monitor screens when viewing a web page. Banner ads are generally square or rectangular boxes provided with some combination of graphics, color and text directed to the product or service being advertised. As such, the intention of these banner advertisements is to create impressions among online users and to convey some advertising message and/or logo. Banner ads are usually provided on a web page in the form of a "hyperlink"; in which users who yield to the advertisement's solicitation to "Click Here" are transported to the web site of the manufacturer of the product or service being advertised, or to some other screen which provides additional information about the product or service.

BSPR:

Another type of online advertising involves the self-appearing window which generally appears on its own as a user is using the Internet or browsing on the WWW. Such advertisements are relatively easy for a user to avoid as a user may simply re-size the window to make it smaller, drag another window or object in front of it to obscure it from view, close the advertising window, or simply ignore it and continue with the task being undertaken online. Recently, online advertisers have begun using self-appearing screens which are delivered via dialog boxes which dominate the main part of the screen. Although these dialog boxes can be removed when the user clicks on the appropriate place(s) on the dialog box, the self-appearing dialog boxes have a much higher rate of being seen by users. This follows because the dialog boxes take control of the user's screen for a preset amount of time and/or until the user clicks on the appropriate place(s) to make the dialog box disappear. The recent prevalence in the use of self-appearing dialog box advertising has resulted in a more intrusive method of advertising which has resulted in resentment among users who are accustomed to more passive online advertising methods such as the frames and banner advertisements which are more easily avoided and/or ignored.

WEST



Generate Collection

L4: Entry 5 of 7

File: USPT

May 16, 2000

DOCUMENT-IDENTIFIER: US 6065057 A

TITLE: Method for authenticating modification of a cursor image

BSPR:

The most common type of online advertisement exists in the form of "banner advertisements". Users of online services routinely encounter banner ads on the top, sides, and/or bottom of their video monitor screens when viewing a web page. Banner ads are generally square or rectangular boxes provided with some combination of graphics, color and text directed to the product or service being advertised. As such, the intention of these banner advertisements is to create impressions among online users and to convey some advertising message and/or logo. Banner ads are usually provided on a web page in the form of a "hyperlink", in which users who yield to the advertisement's solicitation to "Click Here" are transported to the web site of the manufacturer of the product or service being advertised, or to some other screen which provides additional information about the product or service.

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WEST

L2: Entry 20 of 64

File: USPT

Oct 19, 1999

DOCUMENT-IDENTIFIER: US 5968175 A
TITLE: Software use method control system

DEPR:

In the eighth modification, news and advertisements are alternately presented. However, it is possible that an advertisement can be displayed as a screen saver.

DEPR:

Since electronic newspapers or magazines, as well as newspapers or magazines of paper, serve as advertising media, they are worth advertisement fees. In the ninth embodiment, since an advertisement is not automatically displayed and the user can select whether to display an advertisement, a levy can be advantageous to the user. For example, if the user has a sufficient time or does not have a sufficient money, the levy can be saved by making an advertisement displayed. If the user does not have a sufficient time or has a sufficient money, he or she can see only necessary information such as news excluding an advertisement.

DEPR:

In the ninth embodiment, the levy can be saved by making an advertisement displayed. However, it can be saved also by, for example, displaying an advertisement as a screen saver, so that the advertisement can be seen by many people, as will be described below.

DEPR:

In the ninth embodiment, the levy can be saved by making an advertisement displayed. It can be saved also by, for example, copying an advertisement to another apparatus, i.e., letting another person copy the advertisement, as will be described below.

DEPR:

In the second modification, the levy is saved by copying an advertisement to another device, i.e., letting another person copy the advertisement. However, the same effect can be obtained by using a questionnaire instead of an advertisement. More specifically, a questionnaire pointed by the user is transmitted to the copy managing section 62, in which the number of transmissions by the user to answer questions in the questionnaire is recorded, in order to reduce the levy. At this time, a question which the user has just pointed is stored in the copy managing section 62, so that a difference in questions is detected when the questionnaire is transmitted, and if an answer is not given in the questionnaire, the number of transmissions can be reduced.

WEST

 Generate Collection

L1: Entry 13 of 60

File: USPT

Dec 14, 1999

DOCUMENT-IDENTIFIER: US 6000832 A

TITLE: Electronic online commerce card with customer generated transaction proxy number for online transactions

DEPR:

The registration phase between the customer and issuing bank will now be described with respect to FIG. 2. During normal operation on the Web, the customer comes across a banner advertising an online commerce card sponsored by the issuing bank. The banner may be part of the bank's Web site, or part of a statement to its customers, or included as advertisement in other Web content. The customer activates the banner by clicking the banner icon with a mouse pointer. This action submits a request for an online commerce card application. In response, the customer downloads the registration module 56 from the Web to the customer computer 28. This initial registration step is illustrated by flow arrow 1 from the Internet 34 to the customer computer 28. It is also noted that the registration may be initiated by other means such as mail, broadcast, telephone, and so forth.

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Search Results

Search Results for: [mouseover<AND>((hyperlink))]
Found 5 of 110,773 searched.

Search within Results



> Advanced Search

> Search Help/Tips

Sort by: Title Publication Publication Date Score  Binder

Results 1 - 5 of 5 short listing

1 Linking documents: XConnector: extending XLink to provide multimedia 80%

 synchronization

Débora C. Muchaluat-Saade , Rogério F. Rodrigues , Luiz Fernando G. Soares

Proceedings of the 2002 ACM symposium on Document engineering November 2002

This paper proposes XConnector, a language for the creation of complex hypermedia relations with causal or constraint semantics. XConnector allows the definition of relations independently of which resources are related. Another feature is the specification of relation libraries, providing reuse in relationship definition. The main goal is to improve linking languages or the linking modules of hypermedia authoring languages in order to provide multimedia synchronization capabilities using links. ...

2 The ergonomics of hypertext narrative: usability testing as a tool for 80%

 evaluation and redesign

ACM Journal of Computer Documentation (JCD) February 2001

Volume 25 Issue 1

While usability research concentrates on evaluating informational documents and Web sites, significant insights can be gained from performing usability testing on texts designed for pleasure reading, such as hypertext narratives. This article describes the results of such a test. The results demonstrate that the navigation systems required for such texts can significantly interfere with readers ability to derive value or pleasure from the fiction. The results emphasize the importance of hyp ...

3 Using thumbnails to search the Web 80%

 Allison Woodruff , Andrew Faulring , Ruth Rosenholtz , Julie Morrisson , Peter Pirolli

Proceedings of the SIGCHI conference on Human factors in computing systems

March 2001

We introduce a technique for creating novel, textually-enhanced thumbnails of Web pages. These thumbnails combine the advantages of image thumbnails and text summaries to provide consistent performance on a variety of tasks. We conducted a

study in which participants used three different types of summaries (enhanced thumbnails, plain thumbnails, and text summaries) to search Web pages to find several different types of information. Participants took an average of 67, 86, and 95 seconds to f ...

4 The state of the art in automating usability evaluation of user interfaces 77%

 **ACM Computing Surveys (CSUR)** December 2001

Volume 33 Issue 4

Usability evaluation is an increasingly important part of the user interface design process. However, usability evaluation can be expensive in terms of time and human resources, and automation is therefore a promising way to augment existing approaches. This article presents an extensive survey of usability evaluation methods, organized according to a new taxonomy that emphasizes the role of automation. The survey analyzes existing techniques, identifies which aspects of usability evaluation aut ...

5 Fluid links for informed and incremental link transitions 77%

 Polle T. Zellweger , Bay-Wei Chang , Jock D. Mackinlay

Proceedings of the ninth ACM conference on Hypertext and hypermedia : links, objects, time and space---structure in hypermedia systems: links, objects, time and space---structure in hypermedia systems May 1998

Results 1 - 5 of 5 short listing

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Search Results

Search Results for: [hover<AND>((hyperlink))]

Found **17** of **110,773** searched.

Search within Results



> Advanced Search

> Search Help/Tips

 Sort by: **Title** **Publication** **Publication Date** **Score** Binder

Results 1 - 17 of 17 **short listing**

1 Reducing cognitive overhead on the world wide web 85%

Rebecca J Witt , Susan P Tyerman

Australian Computer Science Communications , Proceedings of the twenty-fifth Australasian conference on Computer science - Volume 4 January 2002
Volume 24 Issue 1

HyperScout, a Web application, is an intermediary between a server and a client. It intercepts a page to the client, gathers information on each link, and annotates each link with the discovered information. This paper reports on the development of *HyperScout var UniSA*, a development of the HyperScout model and application, that dramatically extends static and dynamic link annotations. Annotations provide the user with additional information, which they use to make better navigational cho ...

2 Bringing order to the Web: automatically categorizing search results 84%

Hao Chen , Susan Dumais

Proceedings of the SIGCHI conference on Human factors in computing systems
April 2000

We developed a user interface that organizes Web search results into hierarchical categories. Text classification algorithms were used to automatically classify arbitrary search results into an existing category structure on-the-fly. A user study compared our new category interface with the typical ranked list interface of search results. The study showed that the category interface is superior both in objective and subjective measures. Subjects liked the category interface much better than t ...

3 Optimizing search by showing results in context 82%

Susan Dumais , Edward Cutrell , Hao Chen

Proceedings of the SIGCHI conference on Human factors in computing systems
March 2001

We developed and evaluated seven interfaces for integrating semantic category information with Web search results. List interfaces were based on the familiar ranked-listing of search results, sometimes augmented with a category name for each result.

Category interfaces also showed page titles and/or category names, but re-organized the search results so that items in the same category were grouped together visually. Our user studies show that all Category interfaces were more effective than ...

4 Data mountain: using spatial memory for document management 80%

 George Robertson , Mary Czerwinski , Kevin Larson , Daniel C. Robbins , David Thiel , Maarten van Dantzich

Proceedings of the 11th annual ACM symposium on User interface software and technology November 1998

5 1a---Links and Navigation: The look of the link - concepts for the user interface of extended hyperlinks 80%

 Harald Weinreich , Hartmut Obendorf , Winfried Lamersdorf

Proceedings of the twelfth ACM conference on Hypertext and Hypermedia September 2001

The design of hypertext systems has been subject to intense research. Apparently, one topic was mostly neglected: how to visualize and interact with link markers.

This paper presents an overview of pragmatic historical approaches, and discusses problems evolving from sophisticated hypertext linking features. Blending the potential of an XLink-enhanced Web with old ideas and recent GUI techniques, a vision for browser link interfaces of the future is being developed. We hope to stimulate ...

6 Searching and organizing: Faceted metadata for image search and 77%

 browsing

Ka-Ping Yee , Kirsten Swearingen , Kevin Li , Marti Hearst

Proceedings of the conference on Human factors in computing systems April 2003

There are currently two dominant interface types for searching and browsing large image collections: keyword-based search, and searching by overall similarity to sample sample images. We present an alternative based on enabling users to navigate along conceptual dimensions that describe the images. The interface makes use of hierarchical faceted metadata and dynamically generated query previews. A usability study, in which 32 art history students explored a collection of 35,000 fine arts images, compare ...

7 Rendering: Applying game design theory to virtual heritage 77%

 environments

Erik Champion

Proceedings of the 1st international conference on Computer graphics and interactive techniques in Australasia and South East Asia February 2003

Much literature has argued that interactive engagement in a computer medium is best demonstrated by games. With this in mind, this paper suggests certain techniques that virtual environments (especially cultural heritage ones) can learn from game design.

8 COLUMN: Dyalog APL and the internet 77%

 Peter Donnelly

ACM SIGAPL APL Quote Quad March 2002

Volume 32 Issue 3

77%

9 Integrating E-Commerce and Games Nizami Cummins**Personal and Ubiquitous Computing** January 2002

Volume 6 Issue 5-6

This paper investigates how many users of commercial interactive systems are not properly agents within the interactive narrative, largely due to the dynamics of branding in cyberspace. Parallels are drawn between the dynamic personalization of e-CRM engines and context aware computing systems. Several seminal games are discussed as examples of systems in which very different relationships exist between users and the system. Arguments are made for designing e-commerce interactive systems that in ...

10 A system for geographical and spatial data exploration on the internet 77% Celyn S. L. Chan , Tony K. Y. Chan , Edmond C. Prakash**Selected papers from the Pan-Sydney workshop on Visualisation - Volume 2**

December 2000

Developing a detailed 3D conceptual spatial data model and incorporating it for visualization, is a promising method of Spatial Data Exploration for a variety of applications especially in the display, analysis and interpretation of useful and timely meteorological and geographical information. Spatial Data Exploration is quite complex due to the following factors:i) the spatial nature of data that is being processedii) time-variant nature of data.In this paper we present a new system that can u ...

11 Doom as an interface for process management 77% Dennis Chao**Proceedings of the SIGCHI conference on Human factors in computing systems**

March 2001

This paper explores a novel interface to a system administration task. Instead of creating an interface de novo for the task, the author modified a popular computer game, Doom, to perform useful work. The game was chosen for its appeal to the target audience of system administrators. The implementation described is not a mature application, but it illustrates important points about user interfaces and our relationship with computers. The applications relies on a computer ga ...

12 Algebra jam: supporting teamwork and managing roles in a 77% collaborative learning environment

Mark K. Singley , Moninder Singh , Peter Fairweather , Robert Farrell , Steven Swerling

Proceedings of the 2000 ACM conference on Computer supported cooperative

work December 2000

We are building a collaborative learning environement that supports teams of students as they collaborate synchronously and remotely to solve situated, multi-step problems involving algebraic modeling. Our system, named Algebra Jam, provides a set of tools to help students overcome two of the most serious impediments to successful collaboration: establishing common ground and maintaining group focus. These tools include tethered and untethered modes of operation including discrepancy notifi ...

13 A software engineering approach and tool set for developing Internet 77% applications

David A. Marca , Beth A. Perdue

Proceedings of the 22nd international conference on Software engineering June

2000

If a business built a plant to produce products without first designing a process to manufacture them, the risk would be lack of capacity without significant plant

redesign. Similarly, lacking a software engineering approach and tools for designing e-business connections before creating them, can risk: 1) designing the business partnership incorrectly, 2) not implementing the connection quickly enough, or 3) having operations that cannot adapt to changes in business direction. This ...

14 KeyLinking: dynamic hypertext in a digital library 77%

 Bob Pritchett

Proceedings of the fifth ACM conference on Digital libraries June 2000

This paper describes KeyLinking, a framework for dynamic resolution of soft and implied hypertext links to the most appropriate available resource at the time of usage.

15 Who exactly is trying to help us? The ethos of help systems in popular 77%

 computer applications

Neil Randall , Isabel Pedersen

Proceedings of the 16th annual international conference on Computer documentation September 1998

16 Revisitation patterns in World Wide Web navigation 77%

 Linda Tauscher , Saul Greenberg

Proceedings of the SIGCHI conference on Human factors in computing systems

March 1997

17 Predicting document access in large multimedia repositories 77%

 Margaret M. Recker , James E. Pitkow

ACM Transactions on Computer-Human Interaction (TOCHI) December 1996

Volume 3 Issue 4

Network-accessible multimedia databases, repositories, and libraries are proliferating at a rapid rate. A crucial problem for these repositories remains timely and appropriate document access. In this article, we borrow a model from psychological research on human memory, which has long studied retrieval of memory items based on frequency and recency rates of past item occurrences. Specifically, the model uses frequency and recency rates of prior document accesses to predict future document ...

Results 1 - 17 of 17 short listing

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